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Looking Back at 1987
The Year's Events: Mergers & Acquisitions, People, Trends, Deals, Bestsellers, Awards
Book Design & Manufacturing: A New Look at Paperback Covers

Publishers Weekly

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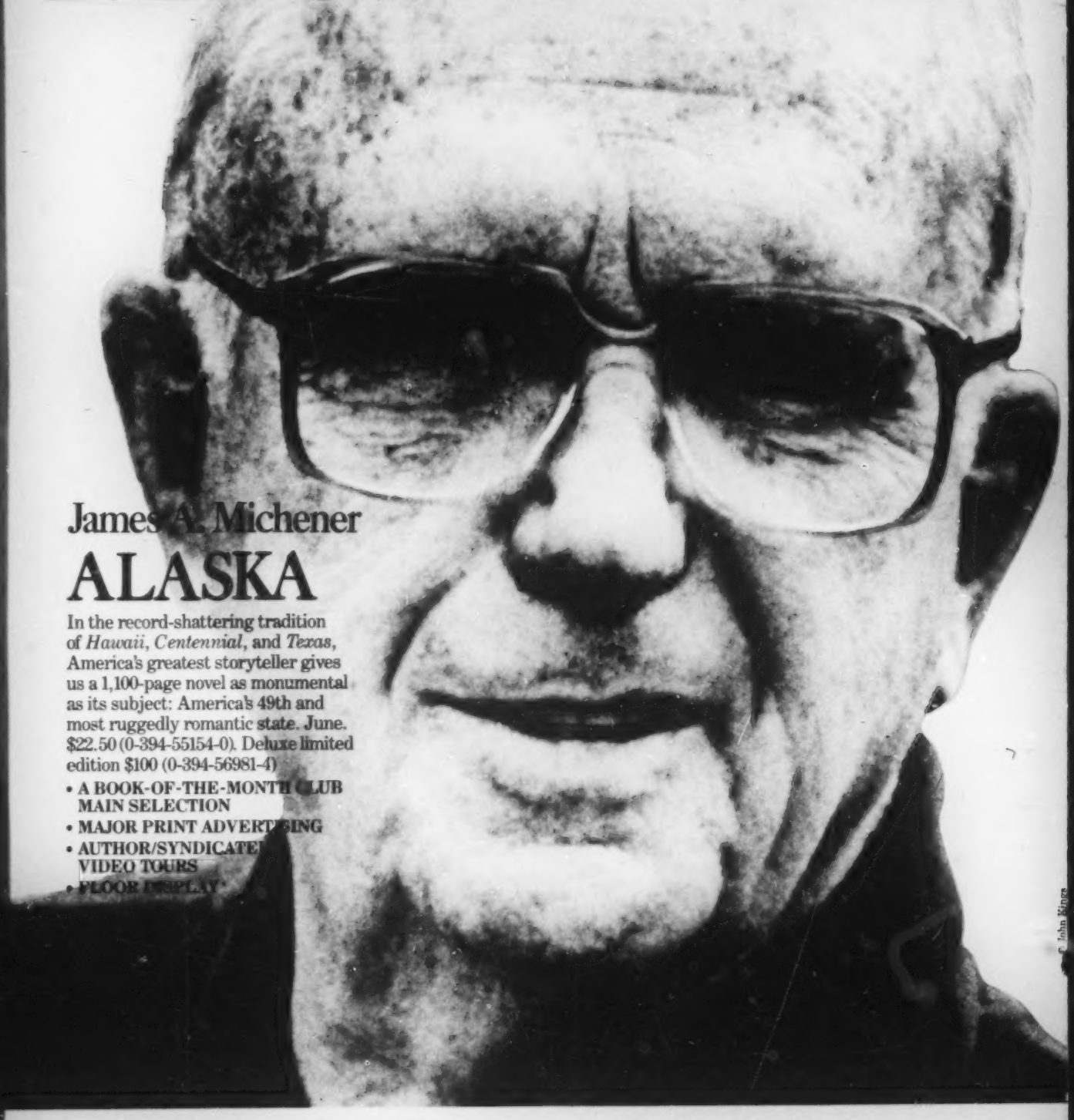

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Longest–Running Hardcover Bestsellers for 1987

The books on these *PW* hardcover and paperback bestseller lists are those that lasted longest on our regular weekly bestseller lists in 1987. This list of fiction and nonfiction titles does not necessarily reflect the year's bestseling hardcover books in terms of actual sales. Some titles that achieve bestsellerdom in the last few months of the year will have the highest rate of sales, because of Christmas purchases. The 1986 list of longest-running hardcover bestsellers included 18 fiction titles and 16 nonfiction titles that made the weekly charts 15 times or more.

FICTION

		# Wks. on '87 List	# Wks. on '86 List
1	* **Windmills of the Gods.** Sidney Sheldon. Morrow (2/87; $18.95).	33	–
2	**The Prince of Tides.** Pat Conroy. Houghton Mifflin (10/86; $19.95).	30	12
3	* **Red Storm Rising.** Tom Clancy. Putnam (8/86; $19.95).	29	21
	* **Misery.** Stephen King. Viking (6/87; $18.95).	29	–
4	* **Fine Things.** Danielle Steel. Delacorte (3/87; $18.95).	26	–
	* **Presumed Innocent.** Scott Turow. Farrar, Straus & Giroux (7/87; $18.95).	26	–
5	**The Eyes of the Dragon.** Stephen King. Viking (2/87; $18.95).	23	–
6	* **Patriot Games.** Tom Clancy. Putnam (7/87; $19.95).	21	–
7	**The Haunted Mesa.** Louis L'Amour. Bantam (5/26; $18.95).	18	–
	Sarum. Edward Rutherfurd. Crown (9/87; $19.95).	18	–
8	* **It.** Stephen King. Viking (9/86; $22.95).	17	16
9	**Flight of the Intruder.** Stephen Coonts. Naval Institute Press (10/86; $18.95).	16	10
10	**Night of the Fox.** Jack Higgins. Simon & Schuster (1/87; $17.95).	15	–
	The Panic of '89. Paul Erdman. Doubleday (1/87; $17.95).	15	–
	Legacy. James Michener. Random House (9/87; $16.95).	15	–

NONFICTION

		# Wks. on '87 List	# Wks. on '86 List
1	**A Day in the Life of America.** Rick Smolan and David Cohen. Collins Publishers (10/86; $39.95).	33	7
	Love Medicine & Miracles. Bernie S. Siegel. Harper & Row (5/86; $17.95).	33	–
2	* **Communion.** Whitley Strieber. Beech Tree/Morrow (2/87; $17.95).	29	–
	* **The Closing of the American Mind.** Allan Bloom. Simon & Schuster (4/87; $18.95).	29	–
3	* **The Great Depression of 1990.** Ravi Batra. Simon & Schuster (6/87; $17.95).	24	–
4	* **A Season on the Brink.** John Feinstein. Macmillan (11/86; $16.95).	23	–
5	**The Frugal Gourmet Cooks with Wine.** Jeff Smith. Morrow (10/86; $16.95).	22	9
6	**Men Who Hate Women and the Women Who Love Them.** Dr. Susan Forward and Joan Torres. Bantam (9/86; $16.95).	21	16
	* **Cultural Literacy.** E. D. Hirsch, Jr. Houghton Mifflin (4/87; $16.95).	21	–
	* **Spycatcher.** Peter Wright. Viking (8/87; $19.95).	21	–
7	* **Fatherhood.** Bill Cosby. Doubleday (5/86; $14.95).	20	23
	The 8 Week Cholesterol Cure. Robert W. Kowalski. Harper & Row (3/87; $15.95).	20	–
8	**Hammer: A Witness to History.** Armand Hammer with Neil Lyndon. Putnam (5/87; $22.95).	17	–
9	**The Fatal Shore.** Robert Hughes. Knopf (1/87; $17.95).	16	–
10	**The Rotation Diet.** Martin Katahn. Norton (5/86; $15.95).	15	30
	Family: The Ties that Binds. . . and Gag! Erma Bombeck. McGraw-Hill (9/87; $15.95).	15	–
	Man of the House. Speaker Tip O'Neill, with William Novak. Random House (9/87; $19.95).	15	–

* Those titles achieved the #1 spot during their 1987 tenure on *PW*'s Bestseller List.

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Longest-Running Paperback Bestsellers for 1987

The top two longest-running mass market paperbacks in 1987 held the same positions in 1986—a first for the softcover scorecard. Otherwise, the mass market group's longevity list was dominated, as usual, by reprints ofhardcover bestsellers. In the trade paperback group, *The Road Less Traveled* makes a fourth appearance on these lists, the second time as #1. And while cartoonists Gary Larson and Berke Breathed once again got new titles on the longest-running list, Jim Davis slipped off—the first time since 1980. In 1986, 22 mass market titles and 18 trade paperbacks made the weekly charts 10 or more times.

MASS MARKET

		# Wks. on '87 List	# Wks. on '86 List
1	**Women Who Love Too Much.** Robin Norwood. Pocket (6/86; $4.50).	33	28
2	**The Hunt for Red October.** Tom Clancy. Berkley (10/85; $4.50).	28	26
3	**Fit for Life.** Harvey and Marilyn Diamond. Warner (2/87; $4.95).	24	–
4	* **Red Storm Rising.** Tom Clancy. Berkley (8/87; $4.95).	22	–
5	**Necessary Losses.** Judith Viorst. Fawcett Crest, (3/87; $4.50).	15	–
	* **It.** Stephen King. NAL/Signet (9/87; $4.95).	15	–
6	* **Lie Down with Lions.** Ken Follett. NAL/Signet (12/86; $4.95).	14	3
	* **I'll Take Manhattan.** Judith Krantz. Bantam (2/87; $4.95).	14	–
7	* **The Bourne Supremacy.** Robert Ludlum. Bantam (3/87; $4.95).	13	–
	* **Wanderlust.** Danielle Steel. Dell (7/87; $4.95).	13	–
8	**The Handmaid's Tale.** Margaret Atwood. Fawcett/Ballantine (2/87; $4.95).	12	–
	Murder in Georgetown. Margaret Truman. Fawcett Crest (7/87; $5.95).	12	–
9	* **A Perfect Spy.** John le Carré. Bantam (5/87; $4.95).	11	–
	Echoes in the Darkness. Joseph Wambaugh. Bantam (10/87; $4.95).	11	–
10	**The Good Mother.** Sue Miller. Dell (5/87); $4.95).	10	–
	Last of the Breed. Louis L'Amour. Bantam (7/87; $3.95).	10	–
	Texas. James Michener. Fawcett Crest (8/87; $5.95).	10	–
	Paper Money. Ken Follett. Nal/Signet (10/87; $4.50).	10	–
	* **A Taste for Death.** P. D. James. Warner (10/87; $4.95).	10	–

TRADE

		# Wks. on '87 List	# Wks. on '86 List
1	* **The Road Less Traveled.** M. Scott Peck, M.D. Touchstone/Simon & Schuster 1983; ($9.95).	51	51
2	**Dianetics, Revised Edition.** L. Ron Hubbard. Bridge Publications (9/85; $4.95).	50	18
3	**West with the Night.** Beryl Markham. North Point Press (1983; $12.50).	43	10
4	**Rand McNally Road Atlas 1987.** Rand McNally (11/86; $5.95).	40	6
5	**Calvin and Hobbes.** Bill Watterson. Andrews & McMeel (4/87; $6.95).	37	–
6	* **Fatherhood.** Bill Cosby. Berkley (5/87; $6.95).	33	–
7	* **Adult Children of Alcoholics.** Janet Geringer Woititz. Health Communications (1983; $6.95).	31	14
8	* **The Book of Questions.** Gregory Stock. Workman (6/87; $3.95).	29	–
9	* **Hound of the Far Side.** Gary Larson. Andrews & McMeel (5/87; $5.95).	24	–
10	* **Billy and the Boingers Bootleg.** Berke Breathed. Little, Brown (9/87; $7.95).	17	–
11	* **The Far Side Gallery 2.** Gary Larson. Andrews & McMeel (11/86; $9.95).	15	9
12	* **J. K. Lasser's Your Income Tax 1987.** J. K. Lasser Tax Institute. Prentice Hall Press (1/87; $8.95).	13	–
13	**The Man Who Mistook His Wife for a Hat and Other Clinical Tales.** Oliver Sacks. Harper & Row (1/87; $7.95).	11	–
14	* **The Arthur Young Tax Guide 1987.** Arthur Young & Co. Ballantine (1/87;$10.95).	10	–
	Kaffir Boy. Mark Mathabane. NAL/Plume (3/87; $8.95).	10	–

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